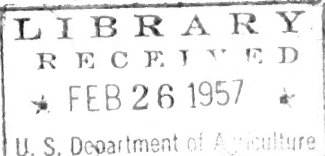


1957 DESCRIPTIVE PRICE LIST

of

Dr Julian R. Brandon Jr.

"The Finest In Dahlias"



Office & Dahlia Farm- 3437 Gravenstein Hwy. So., Sebastopol, Calif. U.S.A.

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We proudly announce the introduction in 1957
of our FIVE YEAR PROVEN PERFORMER-

"B O L D F A C E"

Type, Informal Decorative. Size, "A". Color, Dark Blend. (A bronze effect)

On the FLOWER GROWER'S Western "HONOR ROLL" for 1957. Colonel Richard T. Eddy, in his "WEST COAST SELECTIONS", wrote, "BOLDFACE: informal decorative. This was originally listed for the 1955 Honor Roll, but unfortunately the stock did not carry over the winter so was not grown in that year. New stock was obtained for the 1956 growing season and it did even better than in 1954. The formation and color are somewhat unique. The general color scheme is bronze, lightly streaked red. --"

This giant size dahlia is of most unusual coloring. Top of petal is orient red, while reverse side of petal is terra cotta. Since the petals twist, this gives you the informal type and you also get the full effect of both colors. The coloring is very distinctive.

Each bloom faces slightly upward and is supported by a very strong stem. In addition to its distinctive coloring this dahlia has other dominant features. Its growth gives you a picture plant and very likely it will be the best growing plant in your garden. Its foliage seems to be very highly insect resistant. Here again it excels. Many giant dahlias produce only a few blooms and, quite often, poor root stock. With "BOLDFACE", not only will you get an abundance of first rate blooms, but also a clump of roots that will "fill a bushel basket".

Run your fingers ROUGHLY across its face and FEEL the ruggedness its petals --- watch them SNAP back into place. "BOLDFACE" is a rugged, tough specimen with amazing substance. Yet it has not the slightest trace of coarseness. It BOLDLY FACES you and makes you exclaim "That dahlia is certainly well named". Like all proud dahlias, it has never hung its head.

"BOLDFACE" has been the best dahlia in our gardens for the four years we have grown it. It has done equally well on the originators East Coast farm. It grew excellently in Louisville, Ky. and was as good for us in the cold foggy climate of San Francisco and the blazing sun and very high temperatures of Sebastopol.

Of the first 19 orders for "BOLDFACE", eleven were for commercial growers and all 19 were FROM THOSE WHO HAD SEEN IT GROWING IN OUR GARDENS, UN-DISBRANCHED. WE HAVE NEVER GROWN A SINGLE PLANT OF "BOLDFACE" IN A CLOTH-HOUSE. Those who have seen it can rest assured that it will do as well for them, be they beginner or commercial grower, as it has done for us.

We do NOT offer "BOLDFACE" as a sensation or a MIRACLE DAHLIA. We do, in all sincerity, tell you that it is a variety you will want in YOUR garden when it comes time to cut blooms for the shows. It is our firm belief this dahlia will be winning on the show tables for a decade or more to come. Enthusiastic? Sure! You will be, too, when YOU have grown it.

Good strong root divisions \$15.00 (net).

call

*A limited amount of plants will be available ONLY to those who can for them at our farm. These will be WELL ROOTED. \$6.00 each, net.

ALL BOLDFACE ROOTS SHIPPED WILL BE HUSKY FIELD-GROWN ROOTS. ALL WILL COME FROM CLUMPS THAT WERE STARTED FROM ROOTS LAST SEASON.

*In this catalogue, limitations of space permit us to describe at any length, only a limited number of varieties. Others are merely listed by type, size, color and price. The amount of space given to any variety does not necessarily mean the variety is superior to the dahlias more briefly listed.

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It will be very much to your interest to not only READ THIS CATALOGUE THOROUGHLY, but to ALSO READ CAREFULLY any letter, notation or memo which may be attached to the catalogue or mailed WITH the catalogue.

*The abbreviations below are used in the following list:-

FD.- formal decorative.	A.- varieties above 8" in diameter, normally.
ID.- informal decorative.	B.- " under 8" " " "
S.C.- semi-cactus.	BB.- " from 4" to 6" in " "
C.- cactus.	BiC.- Bi-colored.
StC.- straight cactus.	Var.- variegated.
IC.- incurved cactus.	Bl.- blend.

<u>ARTHUR GODFREY</u> . A-FD. Orient red with orange or buff shadings. One of America's leading winners. Always a largest in show possibility. Should be in every garden. Just naturally grows LARGE.	\$1.50
<u>AUTUMN BLAZE</u> . A-ID. 12" to 13" X 6". Orient red with chrome yellow shadings at tips. This one is spectacular.	1.75
<u>ADA N.</u> A-SC. A really good purple and a real nice dahlia.	2.50
<u>ARGUELLO</u> . A-IC. Deep cherry red with silver reverse.	4.50
<u>ADELAIDE</u> . B-FD. A beautiful vivid orange. A real formal.	3.00
<u>ALLWAYS</u> . A-StC. Empire rose with salmon at center. Extra good.	2.00
<u>BAY CITY WHITE</u> . A-StC. Excellent exhibition variety.	3.50
<u>BERTHA SHONE</u> . A-IC. A beautiful lavender. Lacinated petals.	3.50
<u>BRIDE'S BOUQUET</u> . A-FD. A good clear white.	2.00
<u>BILL'S GOLD</u> . A-ID. Bright old gold. One of our favorites.	1.75
<u>Big MO</u> . A-SC. Deep chrysanthemum crimson. One of the big dark ones that is exceedingly impressive.	2.50
<u>BURNBRAE'S MEMORIES</u> . A-ID. Very popular. A rich yellow.	2.25
<u>BLACK MONARCH</u> . A-SC. A very dark red that appears almost black near the center. This one is always an attention getter.	2.00
<u>CROYDON MASTERPIECE</u> . A-ID. Majolica orange suffused jasper red. This one has won Largest in Show and Best in Show all over the world. Going without this one in your garden is like going without salt at the table. One of the best.	2.00
<u>CERAMIC BEAUTY</u> . A-FD. An outstanding dark red about 10 X 5". This one was one of the two outstanding seedling winners a short time back and will win more as it is more widely disseminated.	7.50
<u>CHUCK'S PINK</u> . B-C. A good pink. You will like this one.	2.50
<u>CROYDON APRICOT</u> . A-ID. A good apricot salmon that has grown very well for us. Distinctive in color and a nice dahlia.	2.00
<u>ESPLENDO</u> . A-IC. It is a striking and unusual reddish coral pink often called shrimp pink. Has grown equally well in the summer heat inland or in the coastal fogs. Very attractive and unusual.	2.00
<u>EDNA D.</u> Rich cherry red. Tall growing. Large and impressive. One of the very best in its class.	2.00
<u>GUNYAH GLORY</u> . A-ID. Deep purple. A good exhibition dahlia. Good stems and fine plant growth.	3.00
<u>GRUGA</u> . A-SC. Pale sulphur yellow. A really good one.	3.00
<u>GIANT OF BAARN</u> . A-IC. Crimson red. A large, long stemmed variety that is very free blooming. An attention getter in our gardens. This is a very satisfactory variety.	2.50
<u>GROSMESTER BERGER</u> . A-SC. A nice pink and a nice dahlia.	2.00
<u>HIGHBROW</u> . A-FD. 10 X 5". One of the finest of the 1956 introductions. Won 3 A.H.A. Medals & 3 A.D.S. Seedling Sweepstakes Awards.	10.00

<u>HOLLYWOOD STAR.</u> A-SC. A splendid deep purple.	\$3.00
<u>HOROS.</u> B-SC. A beautiful bronze with yellow center.	2.00
<u>JUANITA.</u> B-StC. Dark red. This one is outstanding and has done a great deal of winning.	2.00
<u>JOSEPH B. LANGTREE.</u> A-ID. Bright red without shadings. An excellent variety with its twisting petals and impressive size.	2.00
<u>JANE LAUSCHE.</u> A-SC. A large bi-color of soft mallow purple with white tips. A consistent winner at the shows. One of the best.	2.00
<u>KELVIN.</u> A-ID. Tyrian pink with reverse of petals phlox pink with golden suffusion. A beautiful giant.	1.50
<u>KIDD'S CLIMAX.</u> A-FD. A beautiful blend of yellow shaded and suffused mauve. This one is a real beauty.	2.00
<u>KING OF THE WHITES.</u> A-ID. Clear glistening white. On an UN-DIS-BRANCHED AND UN-DISBUDDED PLANT, we had a crown bloom of 15½" and two side blooms of 15¼. The crown bloom winning Largest in Show at the MACY'S DAHLIA SHOW in San Francisco. We don't expect you to believe this but, nevertheless, it is true.	2.50
<u>LADY MOYRA PONSONBY.</u> A-SC. This yellow giant has fine substance, good stems and is one of the finest yellows we have grown.	3.00
<u>MARY ELIZABETH.</u> A-ID. Cherry red. Very spectacular. Was on all four Honor Rolls and has numerous wins of Best in Show and Largest in Show. One of the top winners of the past year.	3.00
<u>Mrs Hester A. Pape.</u> A-ID. An Indian lake or ruby red. Responds to good culture. Probably has won more prizes in the past than any variety now being shown. Does not do well in immediate vicinity of San Francisco. One of the finest in our gardens last year.	1.75
<u>NED SEYMOUR.</u> A-ID. A beautiful red orange running up to 14 X 9". We have seen a number of amateurs grow it to 11½ and 12". Introduced two years ago at \$25.00 per root, we had no trouble selling all roots above our planting stock last year at \$15.00 per root. One of the all-time high winners of American Home Achievement Medals.	10.00
<u>NEW LOOK.</u> A-SC. A nice yellow one. We know you will like this one. A big one with long stems. Don't let the low price fool you.	1.50
<u>ORFEO.</u> B-SC. A good purple. Fine for cutting and exhibition.	1.50
<u>PRIDE OF PARKERSBURG.</u> A-SC. One of the very best in its class. A deep primrose yellow. Tall grower. Don't overlook this one.	2.50
<u>PINK GIANT.</u> A-ID. A really nice pink. Very good for us.	1.25
<u>PURPLE DAWN.</u> B-FD. A really fine dark red.	3.00
<u>PRAIRIE FIRE.</u> A flaming orange. Not recommended for the vicinity of San Francisco. Very good elsewhere. (A-SC)	2.00
<u>PATRICIA SPOLLEN.</u> A-IC. Apricot suffused Saturn red, giving a very definite orange effect. A top winner and one that will likely continue to win for many years to come. Really a good one.	2.50
<u>SURPRISE.</u> A-Sc. Empire rose with Egyptian buff shadings at center. Was on all four Honor Rolls and one of the biggest winners of all time of American Home Achievement Medals. This is one that will be a bigger winner each year for a few years to come. A top dahlia.	5.00
<u>SEQUOIA.</u> A-ID. A gigantic primrose yellow with great depth. Has won its share of honors and is considered by many to be one of the best originations of John Gaylord.	5.00

SUNBURST. A-FD. Golden yellow. Giant blooms freely produced. 1.25
A husky grower. We think you will like this one.

STOPLIGHT. B-SC. A brilliant, live red of medium size. Is a free 1.50
bloomer and an eye catcher. Fine for cutting or exhibition.

SMOKEY. (English) B-IC. Dark red, almost maroon. Very unusual in 2.00
formation, petals tending to twist and tangle.

THE VOLUNTEER. A-ID. This impressive big fellow is a deep Tyrian
or Dianthus purple, lighter at tips. This is really one of the best. 1.50

THE OUTCAST. A-IC. Marigold orange shading to yellow at tips. 2.00
Tends to become red and gold later in season. A beautiful dahlia.

We never substitute without SPECIFIC AUTHORIZATION from the customer. Unless substitution is expressly authorized, you will receive refund check if we are sold out of any dahlia on your order.

If you DO authorize us to substitute if we are sold out, we will always give you FIFTY PER CENT EXTRA VALUE. For instance, if we cannot fill your order for a \$2.00 root, we will, if authorized to do so, substitute a \$3.00 root.

In filling out order please PRINT, TYPE OR WRITE VERY PLAINLY. Be certain that you give your full name and full address CORRECTLY.

Our stock and our nursery are regularly inspected by our Chief Agricultural Inspector. This, plus our CAREFUL ROGUEING and our personal inspection, makes us believe our roots are disease-free and in good growing condition. The UTMOST CARE is taken to insure that our roots are true to name. If, for ANY reason any root is unsatisfactory, this should be reported to us as soon as possible and the root be returned for replacement or refund. In no case shall our liability go beyond such replacement or refund.

PLEASE BE CERTAIN THAT YOU HAVE READ ANY LETTER RECEIVED WITH THIS CATALOGUE OR ANY NOTICE ATTACHED THERETO.

Please note on your order whether to substitute or refund if we are sold out of any root on your order. If you order EARLY enough, there should be no necessity for substitution.

SPECIAL OFFER

If you are a beginner who is interested in getting some good varieties of dahlias at low cost, or if you don't exhibit, but wish to secure the most beautiful flowers you can get for your garden AT THE LOWEST POSSIBLE PRICE, you can GET DOUBLE VALUE by deciding the amount you want to spend and sending us a check or money for this amount. The dahlias we will select for you will be chosen from those listed in this catalogue. For instance, if you decide to send us \$20.00, YOU WILL RECEIVE ROOTS TO THE VALUE OF \$40.00.

We want your business NOW and IN THE YEARS TO COME. We know the only way to get and HOLD your business is to treat you in such a manner WE WILL DESERVE YOUR BUSINESS. Minimum order on SPECIAL OFFER is \$6.00.

THE LATE INTRODUCTIONS. To those close enough to call at our dahlia farm for them, we will have available PLANTS (well rooted) of most of the new introductions of 1956 and 1957. Write if interested and we will notify you when plants are ready for delivery.

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Please specify shipping date you desire and we will come as close to that as possible. Our REGULAR shipping season starts April 10th. All orders will be shipped in the order in which they are received.

DAHLIA SEED

Most of the seed we grow above that needed for our own needs is usually sold well before the time our catalogue comes out. Those who desire to obtain good seed, FROM "A" SIZE DAHLIAS ONLY, will find it advisable to order their seed in the late fall each year. We still have a very limited amount of seed available NOW.

50 seeds \$3.00 100 seeds \$5.00 200 seeds \$9.00 Postpaid.

Dr Julian R. Brandon Jr., 3437 Gravenstein Hwy. So., Sebastopol, Calif.

This catalogue will reach many of you who do not belong to any dahlia society. We strongly urge each one of you to JOIN YOUR NEAREST LOCAL DAHLIA SOCIETY. If you do not know which one is NEAREST to you, write us and we will obtain the information for you. Membership will greatly help you.

If you wish to IMPROVE YOUR KNOWLEDGE of dahlias, dahlia growing and showing and want to be up to date on what is going on in DAHLIADOM, you should subscribe to one or more of the following publications: "West Coast Dahlia" (monthly) \$2.00 per year. 3437 Gravenstein Hwy. So., Sebastopol, Calif., "Bulletin of the American Dahlia Society" (quarterly) \$4.00 per year. Henry A. Olsen, Treasurer, 45 Clement Ave., Elmont, N.Y., "The Dahlia", published by the Central States Dahlia Society, Mrs. Frank Fontanetta, Rec. Secretary, 4857 W. Catalpa Ave., Chicago 30, Illinois. Subscription to the latter two include membership in the respective societies.

DAHLIA ORDER

Date _____

Dr Julian R. Brandon Jr.,
3437 Gravenstein Hwy. So.,
Sebastopol, Calif., U.S.A.

Please ship me the following dahlia roots for which I am enclosing check () Money Order () for _____. Please ship these as close-ly as possible
ly as possible to (date) _____. I understand that the roots are warranted to be true to name and, to the best of our knowledge, healthy and in good growing condition when shipped and that your liability is limited to the replacement of any stock or the refunding of price of same.

PLEASE TYPE, PRINT OR WRITE VERY PLAINLY.

Quantity	Name of variety	Price
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Total _____

Your signature _____

PLEASE PRINT OR TYPE
NAME AND ADDRESS _____

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SPECIAL DISCOUNT NOTICE. In every part of the country where we have shipped dahlia roots we have received numerous requests for our catalogue. These came from persons to whom we were recommended by satisfied customers.

We want new business in YOUR PART OF THE COUNTRY. And so we are attaching this SPECIAL DISCOUNT NOTICE to all catalogues mailed into YOUR AREA. In order to take advantage of these discounts, IT IS ABSOLUTELY NECESSARY THAT THIS NOTICE BE ENCLOSED WITH YOUR ORDER. In ordering you may take-

- 10% discount on order of from \$11.00 to \$20.00
- 15% discount on order of from 21.00 to 30.00
- 20% discount on orders of from 31.00 to 40.00
- 25% discount on orders of from \$41.00 and up.

As an added inducement to you to TRY BRANDON DAHLIAS, we will permit you, if you so desire, to include our 1957 introduction, "BOLDFACE" (strictly net in our catalogue) as PART OF YOUR ORDER.

Two or more persons may combine their orders to take advantage of the maximum discount of 25%, PROVIDING that the entire order is to be sent to one person in one single shipment.

Due to our 80% loss of dahlias in our flood of last spring, it is necessary that you ORDER EARLY if you wish to be sure of getting the varieties you want.

Dr Julian R. Brandon Jr.

